Players/Raffles Costs

1982

Special Menthol Name test	22,000	
Raffles Pack Test	6500	
Players menthol Display test	25,000	
Players non-menthol Display test	22,000	
Raffles Display test	25,000	
Raffles in-depth interviews	8,000	
Players menthol in-depth interviews	7200	
Players non-menthol indepth interviews	6800	
		122,500

1983

Raffles/Players Display test	61,500	
Umbrella Display test	35,000	
Players non-menthol ad/pack test	33,000	
Raffles men & non-menthol ad/pack test	68,500	
		198,000
		$320,500

indexing	8000
Tracking	150,000
	478,500

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